

Rep Order# 9776257 Ver# 1 Status New
EC'd No

Traffic Order#

Printed: 08/16/2012 9:40 AM
Last Received: 08/15/2012 4:32 PM
Showing Buylines: All Lines

1 of 3

Station WWSB-TV SARASOTA, FL
Advertiser () POLITICAL ISSUE GROU
Product DEFEND JUSTICE
Estimate# 1547
Buyer JANET KATOWITZ
Phone#
Fax#

Agency () THE NEW MEDIA FIRM
1322 G ST, NE
WASHINGTON, DC 20003
Agency C/P1/P2/E 361/379/1547
Flight Dates 10/30/2012 - 11/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
Salesperson FAX# 202-955-5348

3/4/83

--- CONTRACT COMMENT ---

DEFEND JUSTICE FROM POLITICS *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

NEW DEFEND JUSTICE ORDER
PLEASE CNFM, THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	630A-7A	NEWS	:30	\$250.00	10/30-11/02	4	1	4	\$1,000.00	
	2	M-TU	630A-7A	NEWS	:30	\$250.00	11/05-11/06	2	1	2	\$500.00	
	3	TU-F	7A-8A	GMA	:30	\$350.00	10/30-11/02	8	1	8	\$2,800.00	
	4	M-TU	7A-8A	GMA	:30	\$350.00	11/05-11/06	4	1	4	\$1,400.00	
	5	TU-F	8A-9A	GMA	:30	\$350.00	10/30-11/02	8	1	8	\$2,800.00	
	6	M-TU	8A-9A	GMA	:30	\$350.00	11/05-11/06	4	1	4	\$1,400.00	
	7	TU-F	11A-12P	VIEW	:30	\$200.00	10/30-11/02	2	1	2	\$400.00	
	8	M	11A-12P	VIEW	:30	\$200.00	11/05-11/05	1	1	1	\$200.00	
	9	TU-F	12P-1230P	NEWS	:30	\$125.00	10/30-11/02	2	1	2	\$250.00	
	10	TU-F	5P-530P	NEWS	:30	\$325.00	10/30-11/02	2	1	2	\$650.00	

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Salesperson () BRAD PHILIPPS
Salesperson Phone# 202-955-5342
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	TU-F	530P-6P	NEWS	:30	\$450.00	10/30-11/02	2	1	2	\$900.00	
	12	M	530P-6P	NEWS	:30	\$450.00	11/05-11/05	1	1	1	\$450.00	
	13	TU-F	6P-630P	NEWS	:30	\$750.00	10/30-11/02	4	1	4	\$3,000.00	
	14	M	6P-630P	NEWS	:30	\$750.00	11/05-11/05	1	1	1	\$750.00	
	15	TU-F	630P-7P	NEWS	:30	\$900.00	10/30-11/02	4	1	4	\$3,600.00	
	16	M	630P-7P	NEWS	:30	\$900.00	11/05-11/05	1	1	1	\$900.00	
	17	TU-F	7P-730P	WHEEL	:30	\$400.00	10/30-11/02	4	1	4	\$1,600.00	
	18	M	7P-730P	WHEEL	:30	\$400.00	11/05-11/05	1	1	1	\$400.00	
	19	TU-F	730P-8P	JEOPARDY	:30	\$400.00	10/30-11/02	4	1	4	\$1,600.00	
	20	M	730P-8P	JEOPARDY	:30	\$400.00	11/05-11/05	1	1	1	\$400.00	
	21	M	10P-11P	CASTLE	:30	\$1,500.00	11/05-11/05	1	1	1	\$1,500.00	
	22	TU-F	11P-1135P	NEWS	:30	\$650.00	10/30-11/02	3	1	3	\$1,950.00	
	23	M	11P-1135P	NEWS	:30	\$650.00	11/05-11/05	1	1	1	\$650.00	
	24	TU-F	1135P-1205A	NITELINE	:30	\$225.00	10/30-11/02	2	1	2	\$450.00	
	25	M	1135P-1205A	NITELINE	:30	\$225.00	11/05-11/05	1	1	1	\$225.00	
	26	F	10P-11P	20/20	:30	\$1,300.00	11/02-11/02	1	1	1	\$1,300.00	

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Salesperson Phone# 202-955-5342
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	27	SA	630P-7P	NEWS	:30	\$425.00	11/03-11/03	1	1	1	\$425.00	
	28	SA	7P-730P	WHEEL	:30	\$425.00	11/03-11/03	1	1	1	\$425.00	
	29	SU	630P-7P	NEWS	:30	\$425.00	11/04-11/04	1	1	1	\$425.00	
	30	SU	10P-11P	666 PARK AVE	:30	\$1,800.00	11/04-11/04	1	1	1	\$1,800.00	

---REPORT TOTALS---

Report Totals: 73 / \$34,150.00

---SALES MONTHLY TOTALS---

Nov 12: 73 / \$34,150.00

Sales Totals: 73 / \$34,150.00

Station Totals: 73 / \$34,150.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$569,167

CABL 0%	UNKN 94%	WBSV 0%	WFLA 0%	WFTS 0%
WTOG 0%	WTSP 0%	WTTA 0%	WTVT 0%	WWSB 6%

---COMPETITIVE COMMENTS---

SHARE EST - WILL FOLLOW UP

Books null
Demos RA35+

CONTRACT



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

www.wwsb.tv

And:

THE NEW MEDIA FIRM
904 PENNSYLVANIA AVE SE
SUITE 2
WASHINGTON, DC 20003

<u>Contract / Revision</u> 31483 /		<u>Alt. Order #</u> 09776257
<u>Product</u> 1547/DEFEND JUSTICE		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Est. #</u> 1547
<u>Advertiser</u> DEFEND JUSTICE		<u>Original Date / Revision</u> 08/20/12 / 08/20/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WWSB	<u>Account Executive</u> BRAD PHILLIPS	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 361	<u>Product Code</u> 379
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	7	10/30/12	11/02/12	ABC 7 Sunrise News @	6a-7a		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$250.00			
N 2	7	11/05/12	11/06/12	ABC 7 Sunrise News @	6a-7a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$250.00			
N 3	7	10/30/12	11/02/12	Good Morning America	7-9a		:30			NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				8	\$350.00			
N 4	7	11/05/12	11/06/12	Good Morning America	7-9a		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				4	\$350.00			
N 5	7	10/30/12	11/02/12	Good Morning America	7-9a		:30			NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				8	\$350.00			
N 6	7	11/05/12	11/06/12	Good Morning America	7-9a		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				4	\$350.00			
N 7	7	10/30/12	11/02/12	The View	11a-12p		:30			NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$200.00			
N 8	7	11/05/12	11/05/12	The View	11a-12p		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$200.00			
N 9	7	10/30/12	11/02/12	ABC 7 News at Noon	12-1p		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$125.00			
N 10	7	10/30/12	11/02/12	ABC 7 News at 5p	5-530p		:30			NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$325.00			
N 11	7	10/30/12	11/02/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$450.00			
N 12	7	11/05/12	11/05/12	ABC 7 News at 530p	530-6p		:30			NM	1	\$450.00

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WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

Contract / Revision		Alt. Order #
31483 /		09776257
Contract Dates		Product
10/30/12 - 11/06/12		1547/DEFEND JUSTICE
Advertiser		Est. #
DEFEND JUSTICE		1547
Original Date / Revision		
08/20/12 / 08/20/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$450.00			
N 13	7	10/30/12	11/02/12	ABC 7 News at 6p	6-630p		:30			NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$750.00			
N 14	7	11/05/12	11/05/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$750.00			
N 15	7	10/30/12	11/02/12	ABC World News Tonig	630-7p		:30			NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$900.00			
N 16	7	11/05/12	11/05/12	ABC World News Tonig	630-7p		:30			NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$900.00			
N 17	7	10/30/12	11/02/12	M-Sa 7-730p	MILLIONAIRE		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$400.00			
N 18	7	11/05/12	11/05/12	M-Sa 7-730p	MILLIONAIRE		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$400.00			
N 19	7	10/30/12	11/02/12	M-Sa 730-8p	MILLIONAIRE		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$400.00			
N 20	7	11/05/12	11/05/12	M-Sa 730-8p	MILLIONAIRE		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$400.00			
N 21	7	11/05/12	11/05/12	Mon Prime Hour 3	CASTLE		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,500.00			
N 22	7	10/30/12	11/02/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				3	\$650.00			
N 23	7	11/05/12	11/05/12	M-Sun ABC 7 News at	M-F 11-1135p / Sa		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$650.00			
N 24	7	10/30/12	11/02/12	Nightline	1135p-12:02:05a		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				2	\$225.00			
N 25	7	11/05/12	11/05/12	Nightline	1135p-12:02:05a		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$225.00			
N 26	7	11/02/12	11/02/12	Fri Prime Hour 3	20/20		:30			NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----F--				1	\$1,300.00			
N 27	7	11/03/12	11/03/12	ABC 7 Sat News at 7p	7-730p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$425.00			
N 28	7	11/03/12	11/03/12	M-Sa 7-730p	WHEEL		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$425.00			
N 29	7	11/04/12	11/04/12	ABC 7 Sun News at 63	630-7p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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Sarasota, FL 34236
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<u>Contract / Revision</u> 31483 /		<u>Alt. Order #</u> 09776257
<u>Contract Dates</u> 10/30/12 - 11/06/12	<u>Product</u> 1547/DEFEND JUSTICE	<u>Est. #</u> 1547
<u>Advertiser</u> DEFEND JUSTICE		<u>Original Date / Revision</u> 08/20/12 / 08/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$425.00			
N 30 7		11/04/12	11/04/12	Sun Prime Hour 4	666 PARK AVE		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,800.00			
Totals											73	\$34,150.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	73	\$34,150.00	\$29,027.50
Totals	73	\$34,150.00	\$29,027.50

Signature: _____

Date: _____

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